

Provision of Marketing Campaigns Services

Ref:C3413

Intellectual Property Office

Market Engagement Pack

Contents

Introduction of Preliminary Market Consultation	1
Background	2
Instructions for Participation	2
Timelines	2
(Draft) Requirements.....	2

Introduction of Preliminary Market Consultation

1. The Intellectual Property Office (IPO) is conducting early market engagement (ME) for the provision of Marketing Campaigns Services.
2. Historically, the IPO have engaged with market specialists on an ad-hoc basis for specific and individual campaign projects.
3. The IPO propose to change how it operates by engaging a single multi-year contractual relationship with a marketing specialist to provide targeted support for our future campaigns.
4. Whilst there would be no guarantee of work within the contract, it is envisaged that the contracted organisation will act on the IPO's campaigns which cannot be exclusively met internally (either in full or part). It is anticipated that this will be for a 3-year period (TBC at tender stage and subject to change).
5. This would offer the IPO potential efficiency savings, enabling us to easily request specific specialist services as needed to underpin our approach and enable us to build a consistent relationship with the supplier.
6. The purpose of this ME is to provide the market with the opportunity to influence the potential structure of the proposed tender process. Through this process you can express views and confirm latest product/service developments, ways of working, etc. which may meet the need of the IPO.
7. This ME is not a formal procurement process, although it may form part of a tender opportunity in the future and as such will be conducted in accordance with PCR2015. Neither this document nor any associated Prior Information Notice constitutes a 'call for competition'.
8. No contract or offer of award will be made following participation in this ME. The IPO may decide, following this process, that a future procurement process is not the right solution to meet the specific need identified.
9. Any information is given entirely in good faith and liable to change as the future procurement process progresses. All costs and expenses associated with participating in this ME process, including any invitations to meetings and/or presentations, will not be reimbursed.
10. The IPO has an obligation to ensure the principles of equal treatment and transparency as required by PCR2015 are upheld throughout this process. It may be required therefore to make publicly available any of the information provided during this ME process. Respondents should also be aware that the IPO is subject to the Freedom of Information Act 2000.

Background to IPO

11. More information on the IPO can be found here - [Intellectual Property Office - GOV.UK \(www.gov.uk\)](https://www.gov.uk) .
12. The purpose of this ME is two-fold; firstly, to raise awareness across the market of the intention to issue a tender for the described services. Secondly, we are seeking supplier feedback on the scope of the proposed tender and your experience in this area.
13. It has not been determined what any resulting contract might look like and the IPO hope that this ME should help inform any approach.

Instructions for Participation

14. Please complete the attached questionnaire (found on Atamis) which seeks your feedback on our proposed strategy.
15. The requested date for the submission of your feedback to the ME is 17:00, 01 May 2024.
16. Clarifications and questions regarding this ME process should be raised via Atamis.

Timelines

ME Process	10 April 2024 – 01 May 2024
Estimated Tender Date (Subject to change)	June 2024

(Draft) Requirements

17. The draft information (below) states the main services which the IPO may require, although this is not exhaustive.
18. Note that this is a draft version only at this stage and this may change following the feedback from the ME process.

Background

The IPO delivers a series of campaigns each year to:

- Build understanding of, and respect for, intellectual property and the IP rights of copyright, trade marks, patents and designs, and
- Raise awareness and understanding of IP crime and infringement and the risks surrounding it

These strands of work are delivered to pre-determined audiences including, but not exclusively.

- Consumer groups that inadvertently or consciously buy and access counterfeit goods and illicit streaming.
- Young people and those in education system delivered through the education system / establishment, up to and including University / HE & researchers

Recent campaigns have included consumer focused work on counterfeit products including hygiene & beauty, electrical safety and counterfeit football shirts. Our education portfolio has been historically delivered in partnership with Aardman's Wallace & Gromit inspiring young people to think creatively and includes competitions, games short films and lesson plans. There may be future needs for activity targeting micro/small/medium businesses to better understand and use their IP .

Requirements

We will tender for the key services required to successfully deliver complete behavioural campaigns for consumer and education. These may vary from campaign to campaign but include:

- **Strategy development:** working with IPO teams to understand and shape the campaign objective, audience and strategy.
- **Market research:** the capability or ability to outsource quick surveys that can help shape campaigns or PR angle
- **Creative:** graphic design, copywriting and photography. The IPO has its own in-house creative team. We have more than 20 staff covering a range of specialisms and we would encourage collaboration.
- **Digital channel marketing:** if appropriate developing and delivering digital marketing tactics including, but not exhaustive social media marketing & influencers, pay per click, email and content marketing that will help us to achieve the objective and reach our target audience.
- **Campaign Management:** Working with named IPO team / individual to oversee the execution of the campaign, monitor performance and make adjustments to ensure that the campaign delivers against its objective.
- **Campaign Evaluation & Analytics:** conduct ongoing tracking and analysing KPI's and providing refinements to ensure delivery. Each campaign will require a full campaign evaluation on completion.
- **Public Relations:** Manage media and press releases and liaison on specific campaigns. The IPO's press function can provide support to the successful supplier, and we would strongly encourage collaboration between both teams.
- **Events:** if appropriate to the campaign and budget, management and delivery of events and outreach activity.